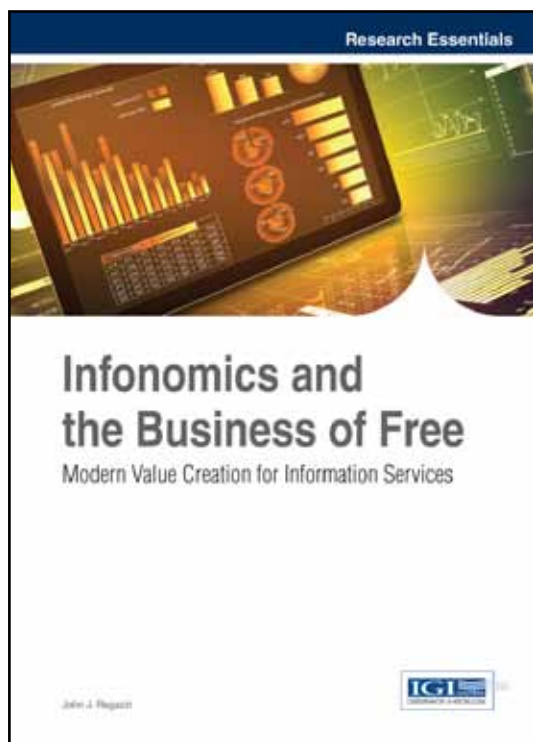


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Infonomics and the Business of Free: Modern Value Creation for Information Services



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John J. Regazzi
(Long Island University, USA)

The term infonomics has been coined to convey the underlying value of information in terms of its production, market demand, and economic impact. All consumers have come to assume that the information they seek is easily accessible, and more importantly, free of charge.

Infonomics and the Business of Free: Modern Value Creation for Information Services addresses the question of whether or not information has become a commodity and examines how infonomics and the “business of free” have changed the way companies must create and market their information to make it accessible and valuable for their customers. Information professionals who are responsible for creating valuable information and making services sustainable and accessible will greatly benefit from this book’s unique perspective and complete review of current research.

Topics Covered:

- Digital Libraries
- Knowledge Management
- Mobile computing
- Open Access
- Open Source
- Social Networking

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John Regazzi has spent over 40 years in the in electronic information services and IT industries. Called a “pioneer” and “true innovator” of the information industry, he has designed, launched, and managed some of the most innovative and well-known information services in the professional communities including the Engineering Village, Science Direct, Scirus, Scopus, and many other electronic information services dating back to the early days of the online and CDROM industries. John spent most of his career with Reed Elsevier, and retired as CEO of Elsevier Inc. Prior to that he was CEO of Engineering Information Inc., a company he helped turnaround and which was acquired by Reed Elsevier. In 2005 John assumed the role of Dean of the College of Information and Computer Science of Long Island University (LIU), and recently stepped down from this post and now lectures and directs the Scholarly Communications and Information Innovation Lab at LIU.



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